

# KENIA DEL ROSARIO

graphic design

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646.639.4446

## EDUCATION

School of Visual Arts, New York, NY  
Graphic Design, Web Design, Textile Design  
*Graduated Magna Cum Laude Spring 2011.*

School of Visual Arts, New York, NY  
*Summer 2006, Pre-College Program*

## EXPERIENCE

LF USA, New York, NY

*July 2010-Present*

Graphic Designer for the Hothouse marketing division. Created presentations for brands sold at Macy's, Target, Walmart, Steinmrt and Kohls. Worked on logo development and brand assets such as hangtags and woven labels, textile design, app concepts, websites as well as in store signage. Developed and designed inspiration books for brand repositioning proposals for Victoria Secret and DKNY. Designed magalogue for Beyonce's B Revolution brand proposal. Developed standards guide for the Carlos Falchi brand. Also responsible for company posters for events such as the company picnic and annual health fair.

Kids Headquarters, New York, NY

*September 2008 – July 2010*

Design Assistant for the Kids Headquarters boys department, and also for the Izod, Kenneth Cole and Calvin Klein lines. Responsible for designing and printing catalogs, organizing and creating creating color and trend boards for the team, as well as photographing samples.

Winter Water Factory, Brooklyn, NY

*May 2009 – August 2009*

Summer intern for the Winter Water Factory children's line. Redesigned catalogs, maintained the wholesale site, silk screened samples for shows, as well as prepping files for printing and manufacturing.

LT Apparel, New York, NY

*February 2008 – September 2008*

Design Assistant for the Ready Set Grow line for Walmart. Designed line sheets, color cards, trend boards, presentation books and in store signage for the design and production team.

## ACTIVITIES

Web design; Drawing; Painting; Illustrations; 3D & multimedia work.

## SKILLS & AWARDS

PC/Mac computer systems; Adobe Photoshop, Illustrator, InDesign, Dreamweaver; Leadership; Organization; Fluent in Spanish.

\*Designed winning presentation for the LF USA summer internship program project